



# Political Broadcast Agreement Form for Candidate Advertisements (PB-19)



## Political Broadcast Agreement Form for Candidate Advertisements (PB-19)

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This form may serve as a model agreement for the sale of political broadcast advertising time and to facilitate compliance with the Federal Communications Commission's (FCC) record retention requirements. Broadcasters seeking information on how the FCC's political broadcast rules and record retention requirements apply to their specific circumstances should seek the advice of their own attorney.

**Please note:**

**You will be prompted to save this form after each entry of your electronic signature. Make sure to re-save the form if you enter any information after entering your electronic signature.**

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A companion to this form is NAB's Political Broadcast Catechism. To assist with your understanding of the political advertising rules, an all-new Political Advertising Primer course will become available via Broadcast Education in March 2020.

Broadcast Education is NAB's home for online educational offerings, including live and on-demand webcasts, podcasts and certificate courses. For more information, visit [education.nab.org](https://www.nab.org/education).

NAB members have access to an array of member tools and benefits. To access additional member tools, please visit [nab.org/MemberTools](https://www.nab.org/MemberTools).

# CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Randi Gold, hereby request station time as follows:

**IDENTIFY CANDIDATE TYPE** ➔

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

## ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Gary Farmer

Authorized committee:

Gary Farmer For Circuit Court Judge Group 23

Agency requesting time (and contact information):

N/A Randi Gold PR & Strategic Media, LLC

Candidate's political party:

Non Partisan

Office sought (no acronyms or abbreviations):

Circuit Court Judge Group 23

Date of election:

8/22/22

General

Primary

Treasurer of candidate's authorized committee:

Shelby Green 1842 Ashley Way Tallahassee, FL 32308

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

the candidate listed above who is a legally qualified candidate, or

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**Candidate/Committee/Agency**

**Station Representative**

Signature:

*Randi Gold*

Signature:

Name: Randi Gold

Name:

Date of Request to Purchase Ad Time: July 2022

Date of Station Agreement to Sell Time:

**Federal Candidate Certification:**

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

**Candidate/Authorized Committee/Agency**

Signature:

Name:

Date:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No Date ad received: \_\_\_\_\_

**Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).**

Federal candidate certification signed (above):  Yes  No  N/A

Disposition:

Accepted

Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)\*

Rejected – provide reason:

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #:

Station Call Letters:

Date Received/Requested:

Est. #:

Station Location:

Run Start and End Dates:

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.

# ORDER



**Orders**  
**Order / Rev:** 633684  
 Alt Order #: \_\_\_\_\_  
 Product Desc: \_\_\_\_\_  
 Estimate: \_\_\_\_\_  
 Flight Dates: 07/18/22 - 07/31/22  
 Original Date / Rev: 07/15/22 / 07/15/22  
 Order Type: GENERAL

**WPLG, INC.**  
 Primary AE: Sara Reynolds-Political  
 Sales Office: MIA  
 Sales Region: LOC

**Agency Name:** Randi Gold PR & Strategic Media, LLC  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: Randi Gold  
 4101 Madison Street  
 Hollywood, FL 33021

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser Name:** POL/Gary Farmer  
 Demographic: A25-54  
 Product Codes: PL-Local-Political  
 Revenue Code 1: AGY  
 Revenue Code 2: POL  
 Revenue Code 3: CAND  
 Priority: P-4

New Business End: \_\_\_\_\_  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_  
 Unit Code: General  
 Order Separation: 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/27/22	07/31/22	31	\$10,425.00	\$8,861.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
July 2022	31	\$10,425.00	\$8,861.25	0.00
<b>Totals</b>	<b>31</b>	<b>\$10,425.00</b>	<b>\$8,861.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Sara Reynolds-Political			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WPLG	07/18/22	07/31/22	1130-1230p MichaelPutrGM This Week in South Florida	CM	1130a-1230p (11:30 AM-12:00 PM)	-----S	:30	1	\$125.00	LUR-1	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 07/18/22	07/24/22	-----S	1	\$125.00	0.00								
		Week: 07/25/22	07/31/22	-----S	1	\$125.00	0.00								
N 2	WPLG	07/18/22	07/31/22	1130-1230p MichaelPutrGM This Week in South Florida	CM	1130a-1230p (12:00 PM-12:30 PM)	-----S	:30	1	\$125.00	LUR-1	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 07/18/22	07/24/22	-----S	1	\$125.00	0.00								
		Week: 07/25/22	07/31/22	-----S	1	\$125.00	0.00								
N 3	WPLG	07/18/22	07/31/22	7-9a GMA Good Morning America	CM	7-9a (7:30 AM-8:00 AM)	11-----	:30	2	\$375.00	LUR-1	0.00	NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 07/18/22	07/24/22	11-----	2	\$375.00	0.00								
		Week: 07/25/22	07/31/22	11-----	2	\$375.00	0.00								
N 4	WPLG	07/18/22	07/31/22	7-9a GMA Good Morning America	CM	7-9a (8:00 AM-8:30 AM)	11-----	:30	2	\$375.00	LUR-1	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 07/18/22	07/24/22	1-----	1	\$375.00	0.00								
		Week: 07/25/22	07/31/22	11-----	2	\$375.00	0.00								
N 5	WPLG	07/18/22	07/19/22	9-10a LCL News LCL News 9a	CM	9-10a (9:00 AM-9:30 AM)	M-----	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00

Order / Rev: 633684  
 Alt Order #:  
 Flight Dates: 07/18/22 - 07/31/22

Advertiser: POL/Gary Farmer  
 Product Desc:  
 Estimate:

WPLG, INC.

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WPLG	07/18/22	07/19/22	11-12p The View The View 11a	CM	11-12n	M-----	:30	1	\$600.00	P-4	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/22	07/24/22	M-----		1				\$500.00		0.00			
N 7	WPLG	07/18/22	07/19/22	12-1p LCL News LCL News 12n	CM	12-1p	11-----	:30	2	\$400.00	P-4	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/22	07/24/22	M-----		1				\$600.00		0.00			
N 8	WPLG	07/18/22	07/19/22	5-6p LCL News LCL News 5p	CM	5-6p	1-----	:30	1	\$700.00	P-4	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/22	07/24/22	11-----		2				\$400.00		0.00			
N 9	WPLG	07/18/22	07/31/22	7-8a LCL 10 News Sun Local News Su 7a	CM	7-8a	-----S	:30	1	\$250.00	LUR-1	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/22	07/24/22	-----S		1				\$250.00		0.00			
		Week: 07/25/22	07/31/22	-----S		1				\$250.00		0.00			
N 10	WPLG	07/22/22	07/24/22	9-1030a LCL 10 News SGM 9a-Sun LCL 10 News	SGM	9-1030am	-----S	:30	1	\$600.00	P-4	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/22	07/24/22	-----S		1				\$600.00		0.00			
N 11	WPLG	07/18/22	07/31/22	1030a-1130a This Week This Week With George Stepha	CM	1030-1130a	-----S	:30	1	\$300.00	LUR-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/22	07/24/22	-----S		1				\$300.00		0.00			
		Week: 07/25/22	07/31/22	-----S		1				\$300.00		0.00			
N 12	WPLG	07/25/22	07/26/22	9-10a LCL News LCL News 9a	CM	9-10a (9:00 AM-9:30 AM)	11-----	:30	2	\$175.00	LUR-1	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/22	07/31/22	11-----		2				\$175.00		0.00			
N 13	WPLG	07/25/22	07/25/22	11-12p The View The View 11a	CM	11-12n	M-----	:30	1	\$600.00	P-4	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/22	07/31/22	M-----		1				\$600.00		0.00			
N 14	WPLG	07/25/22	07/26/22	12-1p LCL News LCL News 12n	CM	12-1p (9:00 AM-9:30 AM)	11-----	:30	2	\$175.00	LUR-1	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/22	07/31/22	11-----		2				\$175.00		0.00			
N 15	WPLG	07/25/22	07/25/22	5-6p LCL News LCL News 5p	CM	5-6p	1-----	:30	1	\$700.00	P-4	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/22	07/31/22	1-----		1				\$700.00		0.00			
N 16	WPLG	07/29/22	07/31/22	8-9a GMA Sun Su GMA	CM	8-9am	-----1	:30	1	\$400.00	LUR-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/22	07/31/22	-----1		1				\$400.00		0.00			
N 17	WPLG	07/29/22	07/31/22	9-1030a LCL 10 News SGM 9a-Sun LCL 10 News	SGM	9-1030am (9:00 AM-9:30 AM)	-----S	:30	1	\$200.00	LUR-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/22	07/31/22	-----S		1				\$200.00		0.00			
N 18	WPLG	07/29/22	07/31/22	9-1030a LCL 10 News SGM 9a-Sun LCL 10 News	SGM	9-1030am (9:30 AM-10:00 AM)	-----S	:30	1	\$200.00	LUR-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/22	07/31/22	-----S		1				\$200.00		0.00			
N 19	WPLG	07/29/22	07/31/22	9-1030a LCL 10 News SGM 9a-Sun LCL 10 News	SGM	9-1030am (10:00 AM-10:30 AM)	-----S	:30	1	\$200.00	LUR-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/22	07/31/22	-----S		1				\$200.00		0.00			

Order / Rev: 633684  
 Alt Order #:  
 Flight Dates: 07/18/22 - 07/31/22

Advertiser: POL/Gary Farmer  
 Product Desc:  
 Estimate:

**WPLG, INC.**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 07/25/22	07/31/22	-----S	1	\$200.00	0.00								
													Totals	31	\$10,425.00